

**Pledging Matching Funds For The “I Love New York” Tourism Promotion – Department Of Tourism**

Referred to: The Economic Development, Tourism, Housing, Planning and Transit Committee (Chairman Briggs and Legislators Allen, Archer, Litts, Maio, Maloney, and Rodriguez), and The Ways and Means Committee (Chairman Gerentine and Legislators Bartels, Belfiglio, Briggs, Maio, Maloney, Provenzano and Rodriguez)

Chairman of the Economic Development, Tourism, Housing, Planning and Transit Committee, Thomas J. Briggs, and Deputy Chairman James F. Maloney offer the following:

WHEREAS, this resolution has been submitted by the County Executive on behalf of the Department of Tourism; and

WHEREAS, the “I Love New York” Matching Funds Local Assistance Program (the “Program”) has been reinstated by New York State for fiscal year 2014-2015; and

WHEREAS, for the past twenty years the Ulster County Department of Tourism has participated in the Program which is administered by the New York State Department of Economic Development, Division of Tourism; and

WHEREAS, the Program requires the County to match funds received from New York State; and

WHEREAS, the Department of Tourism anticipates applying for between \$30,000.00 and \$135,250.00 in matching funds; and

WHEREAS, the Program allows for additional advertising which is vital to the continuing growth of Tourism in Ulster County; now, therefore, be it

RESOLVED, that Ulster County hereby pledges to match funds received from the “I Love New York” Matching Funds Local Assistance Program during New York State fiscal year 2014-2015 in an amount no more than \$135,250.00 and no less than \$30,000.00; and, be it further

RESOLVED, that Ulster County hereby reserves the right to accept or not accept funds from the Program,

and, moves its adoption.

**Resolution No. 109      March 18, 2014**

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ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

Passed Committee: Economic Development, Tourism, Housing, Planning and  
Transit on \_\_\_\_\_.

Passed Committee: Ways and Means on \_\_\_\_\_.

**FINANCIAL IMPACT:**

\$60,589.00 – 2014 BUDGETED STATE AID DOLLARS

\$42,000.00 – 2014 BUDGETED MATCHING FUNDS

\$18,589.00 – 2014 BUDGETED COUNTY DOLLARS